

Development Services Department Secret Shopper Program

Telephone Shopping Instructions

Preparing to Shop

- Prepare Secret Shopper feedback forms prior to your call; annotate the date and time, the division you plan to call, and the business you need to conduct

Making the call

- Make your Secret Shopper call during normal business hours
- Please don't tell the person assisting you that you are a Secret Shopper
- Conduct your call as you normally would
- If the person you speak with does not give you their name, be sure to ask for it before you hang up
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Complete the feedback form

- Complete the feedback form immediately after end your call
- Please write legibly using clear and concise statements
- Please provide as much information as possible concerning your experience
- Bring your feedback forms with you to the next Secret Shopper meeting
- Please target one area/division per feedback survey

Be objective

- Report in a factual manner based on direct observations during your call
- Report specific behaviors and instances instead of personal opinion or speculation
- Report in a manner that will positively contribute to the continuous improvement efforts of our department
- Please note customer-pleasing elements, best practices, or recommendations for further improvement

Considerations

- Honest feedback, both positive and negative, is valuable to the department
- For areas you rate as Fair, Poor or Unacceptable, please be sure to complete the Additional Comment portion of the feedback form